

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates

4 – 6 June 2013

Question: BET 477-480

Topic: Advertising

Written: 17 June 2013

Senator BUSHBY asked:

477. What was the total cost of all advertising for the financial year to date?
478. Is the advertising campaign or non-campaign advertising? Provide details of each advertising campaign, including the program the advertising was for, the total spend and the business that provided the advertising services.
- Has the Department of Finance and Deregulation provided any advice about the advertising? Provide details of each advertising item.
 - Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Provide details of each advertising item.
 - Did the advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Provide the details for each advertising item.
479. Provide details for any other communications programs, including details of each program, the total spend and the business that provided the communication services.
480. What advertising (campaign and non-campaign) and other communications programs is the department/agency undertaking, or planning to undertake?

*Financial year to date – 31 May 2013

Answer:

477. The total cost of advertising for the MoneySmart website for the financial year 2012/13 was \$1,689,986.
- The total cost of recruitment advertising (on-line and in print, including graduate recruitment) for the 2012-13 financial year was \$54,483.
478. The advertising was campaign advertising for the MoneySmart website, and was part of the MoneySmart advertising campaign launched on 3 June 2012. Phase 1 of the campaign focused on three key life stages (young adults, young families and pre-retirees). Phase 2, conducted in May/June 2013, targeted women under 45 years.
- The costs comprised \$1,334,597 paid to Universal McCann/Reprise Media, creative development costs of \$237,092 paid to Spinach Advertising, \$64,197 paid to Vibe/GJC for

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indigenous campaign materials and \$54,100 paid to GFK Bluemoon for market research to test campaign materials pre-launch.

The advertising for recruitment was non-campaign advertising.

- a. Yes. The Department of Finance and Deregulation provided advice about the MoneySmart advertising campaign where required to under its guidelines. The advertising complied with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.
 - b. Yes. The MoneySmart advertising campaign that began on 3 June 2012 and has continued this financial year was reviewed by the Peer Review Group on 13 December 2011, 17 April 2012, April 9 and April 17, 2013. The Independent Communications Committee reviewed the campaign in 2012, on 16 February, 26 April, 10 May and 29 May. It also reviewed Phase 2 of the campaign on April 18, 2013 and May 3, 2013.
 - c. Yes. The Chair of the Independent Communications Committee confirmed by letter dated 29 May 2012 that Phase 1 of the MoneySmart campaign complied fully with Principles 1-4 of the Guidelines for Government advertising campaigns. The Chair also confirmed, by letter dated 3 May, 2013, that Phase 2 of the campaign complied fully with Principles 1-4 of the Guidelines for Government advertising campaigns
479. Other than what is outlined in these responses the MoneySmart team does not have discrete communications programs as a separately costed activity.
480. ASIC 's MoneySmart team is currently scoping the next phase of its advertising and promotional activity for 2013/14. It will submit any campaign advertising to the Department of Finance and Deregulation for relevant approvals pursuant to the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies.

Non-campaign recruitment advertising will continue going forward as required.